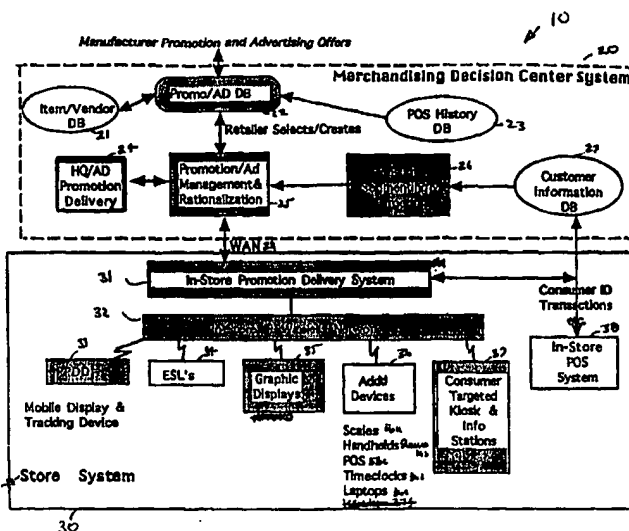




## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification <sup>6</sup> : <b>G06F 17/60</b>	<b>A1</b>	(11) International Publication Number: <b>WO 98/38589</b>  (43) International Publication Date: 3 September 1998 (03.09.98)
(21) International Application Number: PCT/US98/03731 (22) International Filing Date: 26 February 1998 (26.02.98) (30) Priority Data: 60/038,331                      27 February 1997 (27.02.97)      US (71) Applicant (for all designated States except US): INFRAMEDIA CORPORATION [US/US]; 67 Auburn Extension, Framingham, MA 01701 (US). (72) Inventor; and (75) Inventor/Applicant (for US only): ABELL, Peter, B. [US/US]; 6 Hemlock Hill, Amherst, NH 03031 (US). (74) Agents: THIBODEAU, David, J., Jr. et al.; Hamilton, Brook, Smith & Reynolds, P.C., Two Militia Drive, Lexington, MA 02173 (US).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, GM, GW, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).  <b>Published</b> <i>With international search report.</i>

## (54) Title: IN-STORE CONSUMER TARGETED MESSAGING SYSTEM



## (57) Abstract

A system for use in a retail store that permits consumers to identify themselves to an in-store merchandising system prior to check-out. As a result, the consumer may be presented with promotional offers and other information specifically targeted to the particular consumer. The consumer may be identified in a number of ways such as by swiping magnetic cards and card readers attached to shopping carts. Promotional offers made to the consumer may be based on previous habits of the particular consumer, the consumer's location in the store, demographics, or purchase triggers. A consumer may also receive targeted information with respect to particular items considering purchase such as, for example, to determine the appropriateness of purchasing particular food items and prescription medication and/or over the counter drugs. Retailers and product manufacturers may therefore use information to better plan product placement, to be more responsive to customer demand, and to otherwise understand the purchasing habits of their customers.